

# California

## Fast Facts 2003

Statewide and Regional Tourism Facts and Figures





Robert Holmes/California Tourism

Point Conception Lighthouse & Jalama Beach



California Tourism is a joint marketing venture of the California Travel & Tourism Commission and the California Technology, Trade & Commerce Agency, Division of Tourism.

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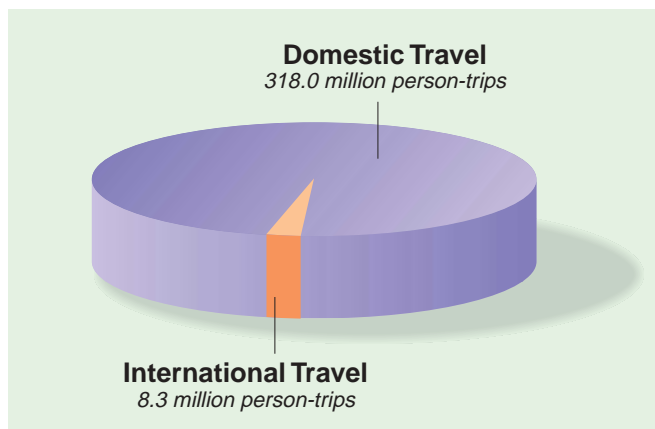
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## Executive Summary

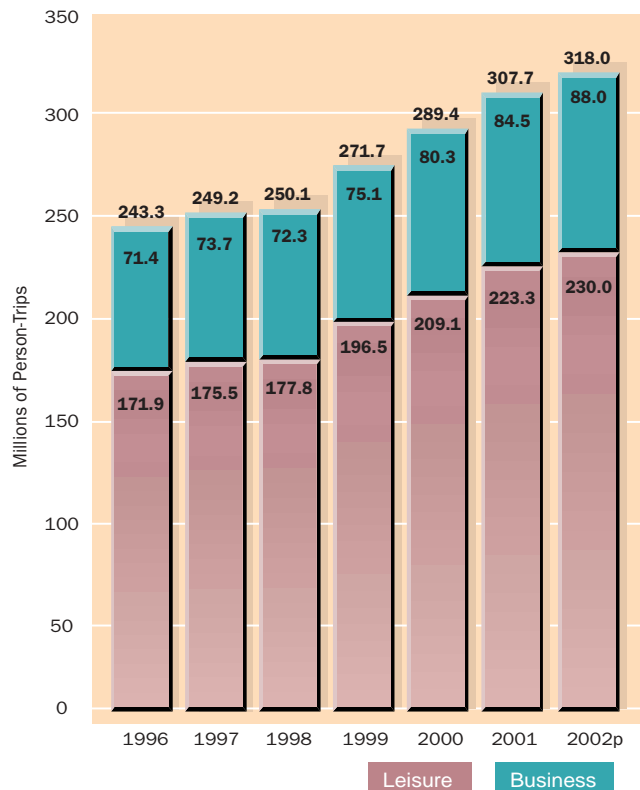
- California was the destination of an estimated 318 million domestic travelers and approximately 8 million international travelers in 2002.
- Californians themselves are the mainstay of the state's travel and tourism industry, comprising 87 percent of in-state domestic travel, or 276 million person-trips. Out-of-state visitors account for 42 million person-trips.
- California's share of the domestic travel market in 2002 was 11.5% (preliminary), making it the most visited state in America.
- California receives 22% of all overseas tourism to the United States.
- California hosts almost 4.5 million overseas visitors each year. The top five overseas visitor market countries are Japan, the United Kingdom, South Korea, Germany, and France.
- Travel by car is the most popular mode of transportation among California travelers, followed by air travel, with bus and train use third.
- Los Angeles County receives the most domestic tourism in the state. 49 million person-trips took place in and through Los Angeles County in 2001.
- Travel and tourism expenditures in 2002 amounted to an estimated \$75.8 billion, provided employment for 1,030,000 Californians (including employees as well as sole proprietors), and generated \$4.7 billion in tax revenue. Travel and tourism expenditures comprised an estimated 5.4% of California's Gross State Product in 2002.
- Travel and tourism is the fourth largest employer in California, following business, health services and construction. The industry employs more persons than electronics or agriculture.
- Dining, shopping and entertainment are the most popular expenditure based activities among California travelers. Sightseeing, followed by visiting theme and amusement parks, and beach and waterfront activities, are the most popular recreational pursuits.
- Tourism helps diversify and stabilize rural economies. On the average, each California County earns approximately \$1.3 billion per year in direct travel expenditures by visitors.

### Total Travel To and Through CA (2002p)



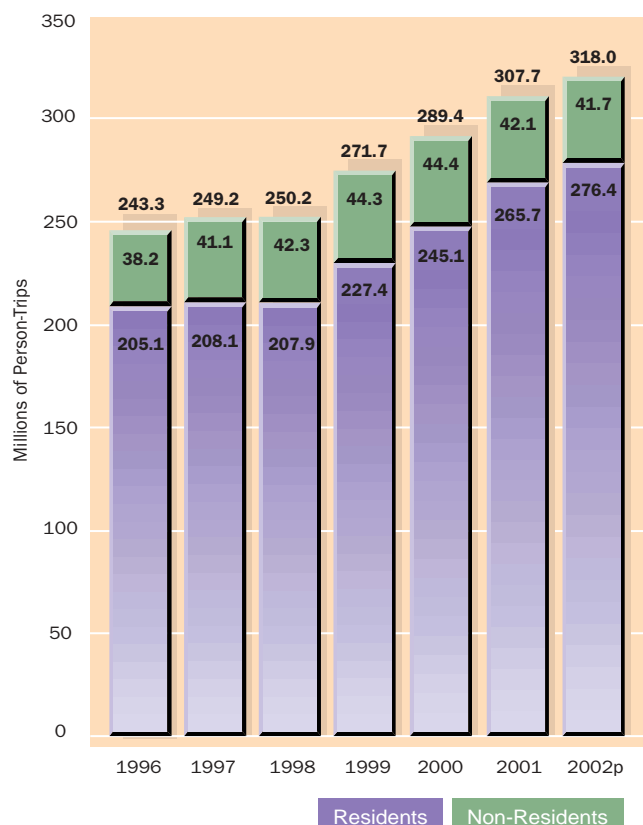
p=preliminary. Sources: DK Shifflet & Associates, CIC Research, Inc. and California Tourism

### Business and Leisure Travel To and Through California



p=preliminary. Source: DK Shifflet & Associates

### Resident and Non-Resident Travel To and Through California



p=preliminary. Source: DK Shifflet & Associates

## Overseas Visitors to California

Overseas Country of Residence	2001p	2002p	% change 01/02
Total Overseas	4,897,000	4,466,000	-8.8%
Japan	851,000	731,000	-14.1%
United Kingdom	626,000	603,000	-3.7%
South Korea	343,000	360,000	5.0%
Germany	277,000	257,000	-7.2%
France	243,000	235,000	-3.3%

Source: CIC Research, Inc.

### Overseas travel to the United States is influenced by:

- The economic stability of the home country of a traveler.
- The popularity of Foreign Individual Travel (FIT).  
Individuals who prefer to travel on their own, rather than as part of a tour group, are able to plan their trips with faxes, direct reservation systems, and use of the Internet.
- America's, and particularly California's, image as the center of pop culture and the business world.

## States of Origin

Not surprisingly, many of California's visitors come from bordering states and Mexico. Travel across California's borders was steady in 2001 and 2002. Border crossing figures for Mexico are based on *all vehicular traffic* across the border, and do not exclude drive through traffic or trips of less than a day's duration.

### Border Crossings (2001 vs. 2002)

	# of 2001 crossings	# of 2002 crossings	% change 01/02
Mexico	30,070,519	29,436,129	-2.1%

Source: Immigration and Naturalization Service

Visitors from other states that took vacations or other types of trips in California are as follows:

### Top Originating States (Millions of person-trips)

	2000 Volume	2001 Volume
Nevada	6.5	5.6
Arizona	5.4	5.0
Texas	3.1	4.0
Oregon	2.4	2.7
Washington	4.0	2.5

Source: D.K. Shifflet & Associates

## The Economic Impact of Travel

The travel industry is a major component of California's economy and a primary industry in many local communities. Spending by travelers originating in domestic and international markets generates sales for many different types of businesses in the state, employment for hundreds of thousands of residents, and substantial tax revenues for the state and for local jurisdictions. The travel and tourism industry provides 5.4% of the state's \$1.4 trillion economy

During 2002, preliminary estimates show that travelers to California contributed an estimated \$75.8 billion to the state economy. This spending directly supported 1,030,000 jobs with a total payroll of \$25 billion and generated \$4.7 billion in state and local tax receipts. Since 1992, travel spending has grown an average of 4.6% annually.

### California Travel Impacts, 1992-2002p

Year	Destination Spending (\$Billion)	Total Travel Spending (\$Billion)	Employment (000 jobs)	Earnings (\$Billion)	Total (\$Billion)
1992	41.5	48.6	905	16.3	3.0
1993	42.3	49.9	910	16.6	3.0
1994	43.6	51.5	942	17.2	3.1
1995	45.6	54.0	960	17.9	3.3
1996	49.7	58.6	1,009	19.3	3.6
1997	54.4	63.4	1,065	21.0	4.0
1998	57.0	65.4	1,051	22.0	4.2
1999	61.4	70.0	1,088	23.4	4.5
2000	66.0	75.4	1,097	24.9	4.8
2001	65.3	74.9	1,044	24.8	4.7
2002p	66.0	75.8	1,030	24.9	4.7

\*Annual Change

01-02p	1.1%	1.2%	-1.4%	0.8%	0.6%
92-02p	4.7%	4.6%	1.3%	4.3%	4.8%

Source: Dean Runyan Associates. Estimates for 2002 are preliminary. \*Annual Change for 1992-2002p is the average annual percentage change.



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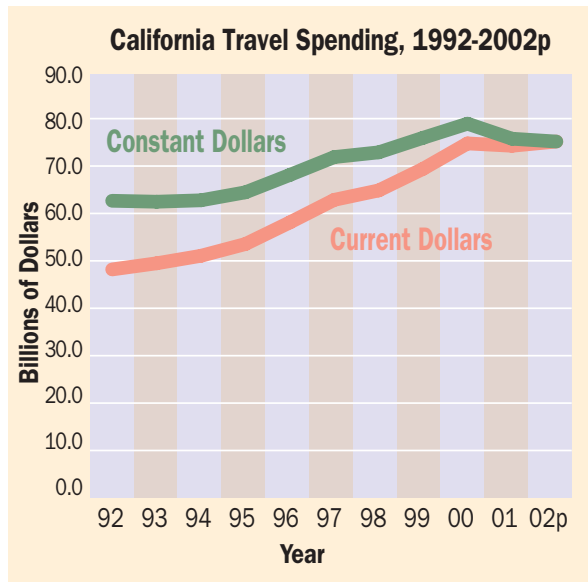
## California Travel Impacts, 1992-2002p

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002p
<b>Travel Spending by Type of Traveler Accommodation (\$Million)</b>											
Destination Spending	41.5	42.3	43.6	45.6	49.7	54.4	57.0	61.4	66.0	65.3	66.0
Hotel, Motel, B&B	19.6	19.8	20.3	21.6	24.1	27.0	29.2	31.8	34.5	33.1	33.1
Private Campground	1.6	1.7	1.8	1.8	2.0	2.4	2.2	2.3	2.5	2.6	2.6
Public Campground	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.5
Private Home	5.3	5.5	5.6	5.8	6.1	6.3	6.4	6.7	7.1	7.4	7.6
Vacation Home	3.0	3.0	3.1	3.2	3.3	3.3	3.4	3.5	3.6	3.8	3.9
Day Travel	11.7	11.9	12.3	12.8	13.8	15.0	15.5	16.5	17.7	17.8	18.2
Air Transportation	6.7	7.2	7.5	8.0	8.6	8.5	7.9	8.2	8.8	9.1	9.4
Travel Arrangement	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.6	0.5	0.5
<b>Total Spending</b>	<b>48.6</b>	<b>49.9</b>	<b>51.5</b>	<b>54.0</b>	<b>58.6</b>	<b>63.4</b>	<b>65.4</b>	<b>70.0</b>	<b>75.4</b>	<b>74.9</b>	<b>75.8</b>
<b>Travel Spending by Type of Business (\$Million)</b>											
Destination Spending	41.5	42.3	43.6	45.6	49.7	54.4	57.0	61.4	66.0	65.3	66.0
Accommodations	7.4	7.5	7.8	8.2	9.1	10.1	10.8	11.7	12.9	12.3	12.1
Eating, Drinking	10.5	10.6	10.9	11.3	12.3	13.6	14.4	15.3	16.0	16.0	16.6
Food Stores	1.4	1.5	1.5	1.6	1.8	1.9	2.0	2.1	2.2	2.3	2.3
Ground Transportation	5.7	5.7	5.8	5.9	6.4	6.9	6.6	7.5	8.8	8.5	8.1
Recreation	7.6	7.8	8.1	8.5	9.3	10.2	10.8	11.5	12.1	12.1	12.5
Retail Sales	8.9	9.1	9.5	9.9	10.8	11.8	12.4	13.3	13.9	14.0	14.4
Air Transportation	6.7	7.2	7.5	8.0	8.6	8.5	7.9	8.2	8.8	9.1	9.4
Travel Arrangement	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.6	0.5	0.5
<b>Total Spending</b>	<b>48.6</b>	<b>49.9</b>	<b>51.5</b>	<b>54.0</b>	<b>58.6</b>	<b>63.4</b>	<b>65.4</b>	<b>70.0</b>	<b>75.4</b>	<b>74.9</b>	<b>75.8</b>
<b>Earnings Generated by Travel Spending (\$Million)</b>											
<b>Total Earnings</b>	<b>16.3</b>	<b>16.6</b>	<b>17.2</b>	<b>17.9</b>	<b>19.3</b>	<b>21.0</b>	<b>22.0</b>	<b>23.4</b>	<b>24.9</b>	<b>24.8</b>	<b>24.9</b>
<b>Employment Generated by Travel Spending (000 Jobs)</b>											
Accommodations	150	148	157	160	169	185	182	193	200	185	177
Eating, Drinking	332	339	343	351	370	385	384	394	398	382	385
Food Stores	11	10	11	11	12	13	12	12	12	12	12
Ground Transport	35	35	37	37	40	43	38	41	45	42	39
Recreation	201	200	213	216	226	244	238	249	248	238	238
Retail Sales	98	100	102	106	113	117	118	118	114	110	110
Air Transportation	51	51	51	50	51	51	50	51	52	50	45
Travel Arrangement	27	26	28	28	27	28	28	28	28	26	23
<b>Total Employment</b>	<b>905</b>	<b>910</b>	<b>942</b>	<b>960</b>	<b>1,009</b>	<b>1,065</b>	<b>1,051</b>	<b>1,088</b>	<b>1,097</b>	<b>1,044</b>	<b>1,030</b>
<b>Tax Revenues Generated by Travel Spending (\$Million)</b>											
Local Taxes	1.0	1.0	1.0	1.1	1.2	1.4	1.5	1.6	1.7	1.7	1.7
State Taxes	2.0	2.0	2.1	2.2	2.4	2.6	2.7	2.9	3.1	3.0	3.1
<b>Total Taxes</b>	<b>3.0</b>	<b>3.0</b>	<b>3.1</b>	<b>3.3</b>	<b>3.6</b>	<b>4.0</b>	<b>4.2</b>	<b>4.5</b>	<b>4.8</b>	<b>4.7</b>	<b>4.7</b>

Source: Dean Runyan Associates. Note: Total earnings include wage & salary disbursements, other earned income and proprietor income. Employment includes payroll employees and proprietors. Estimates for 2002 are preliminary (p). Local tax receipts include transient occupancy taxes and local sales taxes. State tax receipts include state sales taxes, motor fuel tax, and personal and corporate income taxes. Property taxes are not included. These estimates supersede all previous estimates released by the California Technology, Trade and Commerce Agency. Details may not add to totals due to rounding.



## California Travel Spending in Current and Constant Dollars



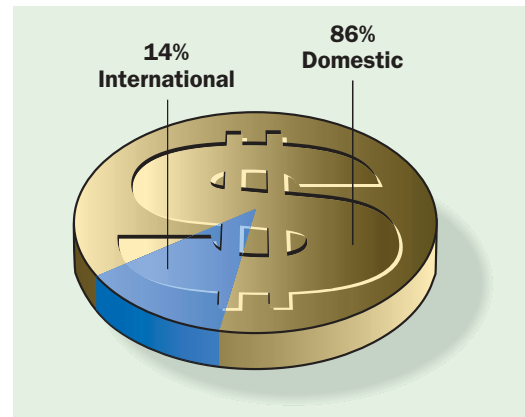
Source: Dean Runyan Associates Note: Constant Dollars adjusted with West Urban CPI.

## California's Share of the U.S. Travel Market (1997 -2002p)



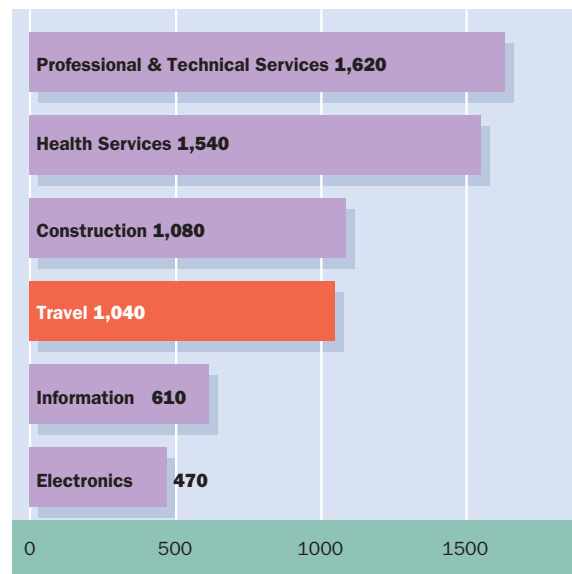
Source: DK Shifflet & Associates, 2003

## Domestic vs. International Spending (2001) (Percent of destination spending)



Estimates by Dean Runyan Associates based in part on data provided by CIC Research, Statistics Canada, and Tourism Industries, International Trade Administration, U.S. Department of Commerce. Expenditures on air transportation and travel arrangement not included.

## Industry Employment in California (2001)



Professional & Technical Services corresponds to NAICS Sector 54, Health Services – NAICS subsectors 621, 622, 623; Construction – sector 23, Information – sector 51, Electronics – subsectors 334 and 335.

Source: Dean Runyan Associates and Bureau of Economic Analysis. Note: Employment includes payroll employees and proprietors. Travel-Generated employment estimated by Dean Runyan Associates. All other industries estimated by Bureau of Economic Analysis, U.S. Department of Commerce. Electronics is the sum of electronic and other electric equipment, and instruments and related products.

## Travel-Generated Employment, 1992-2002p (Thousands of Jobs)

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002p
Eating, Drinking	332	339	343	351	370	385	384	394	398	382	385
Recreation	201	200	213	216	226	244	238	249	248	238	238
Accommodations	150	148	157	160	169	185	182	193	200	185	177
Retail Sales (incl Food Stores)	108	111	113	117	125	130	130	131	127	122	122
Transportation (Air & Ground)	86	86	88	87	91	94	88	92	97	92	84
Travel Arrangement	27	26	28	28	27	28	28	28	28	26	23

Source: Dean Runyan Associates Note: Employment includes payroll employees and proprietors.

## Total Travel Spending by County, 1992-2001 (\$ Millions)

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	*Annual Chg.
Alameda	1,308.0	1,377.6	1,440.5	1,612.3	1,832.4	1,964.6	2,026.3	2,244.9	2,524.2	2,389.2	6.9
Alpine	23.8	24.5	25.1	25.4	27.7	29.8	29.7	31.8	32.7	34.8	4.3
Amador	66.8	68.5	70.9	75.5	82.2	87.3	85.8	90.4	92.8	96.8	4.2
Butte	130.3	137.1	147.9	155.0	162.3	165.7	174.0	182.1	195.2	201.7	5.0
Calaveras	140.0	144.6	151.0	156.0	160.2	165.9	170.7	181.6	187.0	196.0	3.8
Colusa	29.2	29.6	30.1	30.2	31.4	31.5	33.8	35.9	39.3	40.4	3.7
Contra Costa	553.2	561.1	577.5	602.6	646.5	715.6	754.5	819.7	904.9	877.1	5.3
Del Norte	78.3	78.3	80.9	79.2	83.1	88.3	84.7	90.8	93.3	96.5	2.3
El Dorado	555.9	573.0	587.8	596.6	607.1	635.6	657.4	690.6	705.4	723.8	3.0
Fresno	580.8	592.8	606.7	621.4	652.0	675.7	689.3	728.1	796.0	818.2	3.9
Glenn	29.8	30.1	31.4	32.6	34.8	36.1	37.1	39.5	43.2	44.1	4.5
Humboldt	226.7	231.0	237.0	242.7	246.4	252.1	255.4	273.3	287.0	293.4	2.9
Imperial	185.5	197.5	204.9	209.1	225.5	260.3	248.6	259.8	283.6	292.2	5.2
Inyo	114.2	118.1	119.2	125.7	133.9	145.7	144.3	149.5	157.5	157.9	3.7
Kern	668.0	682.3	700.3	688.0	727.3	795.0	796.1	818.8	906.3	931.5	3.8
Kings	76.2	78.2	81.2	84.3	89.2	94.4	98.1	104.7	113.9	118.7	5.1
Lake	167.3	171.9	176.8	182.4	188.9	195.2	197.7	208.7	220.6	233.9	3.8
Lassen	49.0	50.6	51.8	53.6	55.5	56.4	59.0	61.2	65.2	70.1	4.0
Los Angeles	11,180.7	11,332.8	11,710.7	12,307.1	13,315.7	14,105.7	14,284.7	15,310.9	16,596.6	16,816.9	4.6
Madera	133.6	141.3	148.3	155.5	167.6	176.5	176.8	189.0	200.0	208.2	5.0
Marin	284.9	320.7	334.1	352.9	381.8	421.9	443.7	489.4	532.0	527.9	7.1
Mariposa	196.2	203.6	224.7	223.4	207.3	221.5	238.7	245.5	255.9	277.6	3.9
Mendocino	240.0	238.9	250.0	263.9	265.8	276.4	286.9	305.1	325.9	333.0	3.7
Merced	130.4	133.6	136.8	136.0	137.0	142.1	145.9	158.7	172.9	177.1	3.5
Modoc	19.3	19.1	19.5	20.1	20.9	21.4	22.2	22.9	24.5	25.5	3.1
Mono	246.6	243.4	252.9	259.3	263.3	288.2	301.8	329.7	352.4	382.8	5.0
Monterey	1,168.2	1,204.7	1,234.8	1,317.6	1,461.1	1,567.0	1,637.6	1,813.3	1,881.4	1,888.6	5.5
Napa	360.9	374.0	411.6	454.2	492.2	540.4	574.8	593.8	635.3	666.6	7.1
Nevada	198.3	197.9	202.7	206.1	218.8	232.1	233.1	251.6	268.9	282.8	4.0
Orange	3,943.5	3,983.7	4,177.1	4,385.0	4,732.3	5,085.4	5,215.2	5,400.2	5,854.9	5,974.8	4.7
Placer	522.0	552.3	586.1	612.4	634.2	684.4	736.1	769.3	796.1	824.9	5.2
Plumas	99.7	101.7	104.2	107.5	111.1	112.8	119.1	121.6	127.8	136.2	3.5
Riverside	2,863.8	2,902.3	3,001.7	3,118.7	3,361.2	3,713.6	3,742.9	4,033.9	4,252.9	4,467.4	5.1
Sacramento	1,228.1	1,251.5	1,291.3	1,346.7	1,428.4	1,531.3	1,607.0	1,718.9	1,898.1	1,969.1	5.4
San Benito	49.2	50.2	50.2	51.6	57.0	61.6	63.5	69.4	74.6	76.3	5.0
San Bernardino	1,938.2	2,017.8	2,067.6	2,110.8	2,228.4	2,402.5	2,416.5	2,562.3	2,746.1	2,846.4	4.4
San Diego	5,129.3	5,220.1	5,197.0	5,377.5	6,201.9	7,104.2	7,632.5	8,095.6	8,728.4	8,734.2	6.1
San Francisco	5,350.8	5,663.4	5,919.3	6,304.6	6,817.7	7,242.6	7,401.8	8,108.0	8,482.9	7,619.7	4.0
San Joaquin	319.7	320.2	327.7	333.2	341.7	360.3	371.7	403.6	464.3	482.9	4.7
San Luis Obispo	681.5	711.0	687.0	690.6	747.7	792.9	833.1	896.5	972.6	987.2	4.2
San Mateo	1,630.7	1,696.8	1,789.9	1,934.1	2,117.9	2,304.8	2,381.1	2,496.7	2,656.3	2,388.6	4.3
Santa Barbara	766.4	788.7	821.3	858.2	908.8	977.0	1,028.5	1,096.0	1,168.0	1,197.7	5.1
Santa Clara	1,588.6	1,672.9	1,781.1	1,970.6	2,275.9	2,616.0	2,828.6	3,074.6	3,419.1	3,100.4	7.7
Santa Cruz	344.8	352.0	354.5	371.7	397.2	428.1	445.6	497.3	517.3	512.0	4.5
Shasta	215.7	215.9	222.1	225.7	236.1	242.1	253.8	265.7	287.5	293.5	3.5
Sierra	17.7	18.7	20.2	20.9	21.6	22.6	23.5	24.6	25.8	26.3	4.5
Siskiyou	103.8	104.8	107.4	111.6	117.2	121.7	130.2	133.2	142.6	156.6	4.7
Solano	275.1	281.5	285.8	291.5	308.6	336.1	345.1	378.3	430.7	426.2	5.0
Sonoma	613.8	627.5	645.0	675.7	725.2	779.4	822.5	875.2	934.0	952.7	5.0
Stanislaus	230.1	244.0	253.5	261.5	271.7	280.6	283.7	307.0	342.3	355.5	4.9
Sutter	42.8	43.3	43.6	44.3	46.9	48.3	48.4	52.1	58.3	59.8	3.8
Tehama	69.2	71.3	73.7	75.5	79.8	82.7	87.5	90.2	96.3	102.5	4.5
Trinity	54.1	55.8	57.1	58.5	61.1	62.7	66.7	67.7	70.2	74.0	3.6
Tulare	251.6	260.9	268.7	275.8	286.7	301.7	313.3	327.7	351.0	366.1	4.3
Tuolumne	163.4	169.8	173.3	174.1	179.4	189.4	195.9	205.3	212.8	220.0	3.4
Ventura	725.7	722.6	735.7	751.9	801.7	850.9	892.9	971.5	1,073.8	1,072.9	4.4
Yolo	144.9	146.0	147.9	152.2	160.2	168.9	174.3	188.7	207.4	210.9	4.3
Yuba	51.6	51.5	51.1	55.7	59.9	60.8	60.2	64.5	71.1	73.2	4.0
<b>State Total</b>	<b>48,558</b>	<b>49,855</b>	<b>51,488</b>	<b>54,017</b>	<b>58,635</b>	<b>63,354</b>	<b>65,410</b>	<b>70,017</b>	<b>75,357</b>	<b>74,911</b>	<b>4.9</b>

\*Annual Change is the average annual percentage change.

## California's Top Attractions

### Top Ten California Theme Parks

(Based on 2002 attendance)

Disneyland, Anaheim	12,720,500
Universal Studios Hollywood™	5,200,000
Disney's California Adventure	4,700,000
SeaWorld, San Diego	4,000,000
Knott's Berry Farm, Buena Park	3,624,890
Six Flags Magic Mountain, Valencia	3,100,000
Santa Cruz Beach Boardwalk, Santa Cruz	3,000,000
Six Flags Marine World, Vallejo	1,900,000
Paramount's Great America, Santa Clara	1,820,000
Monterey Bay Aquarium, Monterey	1,719,296

Sources: Amusement Business (Year-End Issue, 2002), Monterey Bay Aquarium, 2003

### Top Ten National Park Facilities

(Based on 2002 visitation)

Golden Gate National Recreation Area	13,961,300
San Francisco Maritime Museum	3,558,500
Yosemite National Park	3,468,200
Point Reyes National Seashore	2,421,500
Joshua Tree National Park	1,156,700
Cabrillo National Monument	1,130,200
Death Valley National Park	932,000
Sequoia National Park	923,400
Whiskeytown-Shasta-Trinity National Recreation Area	702,960
Channel Islands National Park	631,700

Source: National Park Service, 2003

### Top Ten State Parks

(Based on 2001/2002 fiscal year visitation)

Old Town San Diego State Historic Park	6,404,247
Huntington State Beach	3,661,980
San Onofre State Beach	2,784,653
Seacliff State Beach	2,530,999
Sonoma Coast State Beach	2,364,421
Bolsa Chica State Beach	2,082,261
Folsom Lake State Recreation Area	1,839,231
New Brighton State Beach	1,602,834
MacKerricher State Beach	1,528,530
Mount Tamalpais State Park	1,523,823

Source: California State Parks, 2002

## Modes of Transportation

Travelers to and through California continue to utilize their own or rented vehicles for the majority of travel. Non-residents on leisure trips are split between use of air or vehicular travel.

### Main Mode of Transportation (2001)

(% of Person-trips)

	All California Travel			California Leisure Travel	
	Total	Business	Leisure	Residents	Non-Residents
Vehicular					
Auto	69.3	63.5	71.6	76.3	37.8
Van/Small Truck	9.4	8.3	9.9	10.2	7.2
Camper/RV	2.1	2.5	2.0	2.1	1.1
Air Travel	11.7	19.9	8.7	3.0	49.0
Bus/Train	2.6	1.7	2.9	3.2	1.2

Source: D.K. Shifflet & Associates, 2002

### Domestic Air Arrivals (2001 vs. 2002)

Airport	# of 2001 arrivals	# of 2002 arrivals	% change 01/02
Los Angeles	45,656,000	41,379,000	-9.4%
San Francisco	13,157,000	11,690,000	-11.1%
San Diego	7,453,000	7,318,000	-1.9%
Oakland	5,661,000	6,247,000	10.4%
San Jose	6,018,000	5,163,000	-14.2%

Sources: City of Los Angeles Dept. of Airports; SFO Bureau of Communications; San Diego Unified Port District Airport Operations Dept.; Oakland Airport Finance Office; San Jose International Airport Finance and Administration Office.

### International Air Arrivals (2001 vs. 2002)

Airport	# of 2001 arrivals	# of 2002 arrivals	% change 01/02
Los Angeles	15,950,000	14,845,000	-6.9%
San Francisco	3,755,000	3,623,000	-3.5%
San Diego	127,000	147,000	15.7%
Oakland	56,000	105,000	87.5%
San Jose	160,000	104,000	-34.8%

Sources: City of Los Angeles Dept. of Airports; SFO Bureau of Communications; San Jose International Airport Finance and Administration Office; Oakland Airport Finance Office; San Jose International Airport Finance and Administration Office.



## State Tax Receipts Generated by Travel Spending, 2002p

	(\$ Millions)
<b>Total Local</b> .....	<b>1,652</b>
Transient Occupancy Tax .....	1,003
Local Sales .....	.649
<b>Total State</b> .....	<b>3,093</b>
State Sales .....	2,086
State Gas Tax .....	.455
Income Taxes .....	.553
<b>Total</b> .....	<b>4,745</b>

Source: Dean Runyan Associates

## Top Recreational Activities of Domestic Travelers in California, 2001 (millions of person-trips)

	CA Residents	Non-Residents
Sightseeing	60.0	15.2
Theme/Amusement Park	31.4	6.3
Beach/Waterfront	25.5	6.0
Parks: National, State, etc.	18.3	4.1
Hike, Bike, etc.	15.9	1.7
Visit Historic Site	10.4	3.3

Source: D.K. Shifflet & Associates, 2002

## Prominent Shopping Districts or Centers

Region	Center or District
North Coast	Village at Corte Madera, Corte Madera
Shasta Cascade	Mount Shasta Mall, Redding
San Francisco Bay Area	Union Square, San Francisco
Central Valley	Fashion Faire, Fresno
Gold Country	Arden Fair, Sacramento
High Sierra	Boatworks Mall, Tahoe City
Central Coast	El Paseo Nuevo, Santa Barbara
Los Angeles County	Rodeo Drive, Hollywood
Orange County	South Coast Plaza, Costa Mesa
San Diego County	Westfield Horton Plaza, San Diego
Deserts	El Paseo, Palm Desert
Inland Empire	The Galleria at Tyler, Riverside

Source: California Tourism, Convention and Visitor Bureaus



Photo courtesy of South Coast Plaza

## Trends in Tourism

- The economic slowdowns of 2001 and 2002 have had a strong impact on both business and leisure travelers.
- Business travelers are cutting back on the number of trips they take, often substituting video conferences, conference calls and e-mail for in-person meetings. Driving rather than flying has become common for business trips. Corporate frugality is now the norm for business travel.
- Leisure travelers have narrowed the geographic window of consideration when planning a trip, often focusing on in-state rather than out-of-state or out-of-country travel. "Close to home" travel is popular and is being promoted by many destinations.
- Families consider travel an opportunity for bonding and to enjoy outdoor activities. More families are spending time with their friends and relatives on leisure trips, emphasizing the quality time this affords. The length of stay on these trips is increasing. Outdoor activities such as visiting parks, hiking and biking, watching sports events, camping, hunting and fishing, and water recreation are all popular with families.
- Heritage tourism, in the form of visiting historic sites, museums and plays, national and state parks, and festivals and craft fairs, is popular with both California residents and non-residents.
- Agri-tourism - visiting working agricultural facilities, tasting tours, farmer's markets, and agricultural festivals – continues to grow as both a cultural activity and a re-connection with the environment.
- Shopping is one of the most popular activities engaged in by travelers. California has the most shopping centers of any state in the US, with a total of over 6,000.
- Consumers are finding life increasingly stressful, and are looking for a relaxing vacation experience. Spas, locations perceived as peaceful, and resorts with get-away-from-it-all appeal are experiencing increased popularity.
- Traveler's Internet use continues to grow. The Travel Industry Association of America states that 67% of online travelers use the Internet to plan either some or part of their trips. Four in ten (41%) online travelers book or make travel reservations online. Consumers are able to comparison shop from the comfort of their homes, and the instantaneous connection possible through the Internet makes spur of the moment travel easy.

# Regional Information



California's twelve tourism regions each have their own unique tourism resources and style. This section of *Fast Facts 2003* includes population information; attendance figures for top attractions, state and national parks; lodging statistics; and travel volume by region. The economic impact of tourism has been calculated for each region in terms of the total expenditures by travelers and the number of jobs supported by tourism. The number of jobs noted includes sole proprietors as well as employees. Average expenditures per person per day are given by county when available. All figures listed supercede those given in previous reports.

# North Coast

The North Coast changes moods with the weather. From sunny vineyards to misty forests to the foggy coast, it is a place out of the past yet bursting with the future. The North Coast region retains a mix of pastoral and wilderness character that once epitomized much of the state. The region includes the counties of Sonoma, Mendocino, Lake, Humboldt, and Del Norte.

Two California Welcome Centers are located in the North Coast region, at Rohnert Park and Arcata.

## Regional Statistics

Regional Travel Volume (person-trips) . . . . . 13.6 million  
% of CA Total Travel Volume . . . . . 4.5%

Regional Travel Expenditures (\$M) . . . . . \$1,909.5  
% of CA Total Travel Expenditures . . . . . 2.5%

Travel Industry Jobs in Region . . . . . 34,280  
% of CA Travel Industry Jobs . . . . . 3.3%

All figures based on 2001 travel volume and expenditures.  
Sources: Dean Runyan Associates and DK Shifflet & Associates

## Average expenditures per person per day (1999-2001) (less transportation)

	Total	Business	Leisure
<b>Sonoma County</b>	\$79.20	\$74.10	\$80.80

Source: DK Shifflet and Associates, 2002

## Domestic Visitor Profile, Avg. 1999-2001

	CA Leisure Travel to Humboldt County	CA Leisure Travel to Mendocino County
<b>Avg. length of stay (all trips)</b>	2.0 nights	1.1 nights
<b>Avg. length of overnight stay</b>	2.7 nights	2.6 nights
<b>Avg. party size</b>	3.6 persons	2.9 persons
<b>% Traveling with children</b>	33%	22%
<b>% Day trips</b>	19%	48%
<b>Mean household income</b>	\$55,000	\$82,800
<b>Used rental car</b>	8%	7%
<b>Top states of origin</b>	Oregon, 9% Washington, 5%	Oregon, 3% Arizona, 2%

Source: DK Shifflet and Associates, 2002

## Lodging Statistics

Location	Avg. Occupancy Rate 2002	Percent change 2001:2002	Avg. Daily Room Rate 2002	Percent change 2001:2002	# Hotels Surveyed	# Rooms in Surveyed Hotels
<b>California North</b>	63.7%	-0.6%	\$77.28	2.0%	584	30,705
<b>California North Area</b>	62.8%	2.1%	\$65.68	1.5%	239	9,808
<b>Eureka/Crescent City</b>	55.7%	0.4%	\$63.31	2.0%	69	3,124
<b>Santa Rosa-Petaluma</b>	59.8%	-7.6%	\$99.21	1.8%	78	5,367

Source: Smith Travel Research, 2003



Robert Holmes/California Tourism



Mendocino

## Regional Population

**Population (2002) . . . 774,550**

**Population of Cities (2002)**

**Eureka . . . . . 26,050**

**Crescent City . . . . . 7,300**

**Santa Rosa . . . . . 152,900**

## National Park

- **Redwood National Park**  
2002 Attendance 405,200

## State Parks

- **Jedediah Smith State Park**  
Attendance 194,666\*
- **Del Norte Coast Redwoods State Park**  
Attendance 60,439\*
- **Prairie Creek Redwoods State Park**  
Attendance 199,902\*
- **Grizzly Creek State Park**  
Attendance 22,712\*
- **Humboldt Redwoods State Park**  
Attendance 537,336\*
- **Sonoma Coast State Beach**  
Attendance 2,364,421\*

\*2001/2002 fiscal year.

# Shasta Cascade

The Shasta Cascade is an outdoor recreation wonderland. Volcanic landscapes and dense forests provide a scenic venue for camping, hiking, biking, hunting, fishing, swimming, boating, water-skiing, snow shoeing, downhill and cross-country skiing, birding and wildlife viewing. The region includes Siskiyou, Modoc, Trinity, Shasta, Lassen, Tehama, Plumas and Butte Counties.

The California Welcome Center, Anderson is located adjacent to Interstate 5.



Robert Holmes/California Tourism

Chico, Bidwell Mansion State Historic Park

## Regional Population

Population (2002) . . .552,200

Population of Cities (2002)

Redding . . . . . 82,600

Yreka . . . . . 7,250

Oroville . . . . . 13,050

## National Parks

- **Whiskeytown-Shasta-Trinity National Recreation Area**  
2002 attendance 702,960
- **Lassen Volcanic National Park**  
2002 attendance 388,147

## State Parks

- **Castle Crags State Park**  
Attendance 68,285\*
- **Plumas-Eureka State Park**  
Attendance 98,241\*
- **McArthur-Burney Falls State Park**  
Attendance 243,675\*
- **Lake Oroville State Recreation Area**  
Attendance 1,025,845\*

\*2001/02 fiscal year.

## Regional Statistics

Regional Travel Volume (person-trips) . . . . . 10.4 million  
% of CA Total Travel Volume . . . . . 3.5%

Regional Travel Expenditures (\$M) . . . . . \$1,059.4  
% of CA Total Travel Expenditures . . . . . 1.4%

Travel Industry Jobs in Region . . . . . 21,750  
% of CA Travel Industry Jobs . . . . . 2.1%

All figures based on 2001 travel volume and expenditures.

Sources: Dean Runyan Associates and DK Shifflet & Associates

## Domestic Visitor Profile, Avg. 1999-2001

	CA Leisure Travel to Shasta County
Avg. length of stay (all trips)	1.5 nights
Avg. length of overnight stay	2.7 nights
Avg. party size	2.9 persons
% Traveling with children	32%
% Day trips	43%
Mean household income	\$54,600
Used rental car	7%
Top states of origin	Oregon, 10% Washington, 6%

Source: DK Shifflet and Associates, 2002

## Lodging Statistics

Location	Avg. Occupancy Rate 2002	Percent change 2001:2002	Avg. Daily Room Rate 2002	Percent change 2001:2002	# Hotels Surveyed	# Rooms in Surveyed Hotels
California North	63.7%	-0.6%	\$77.28	2.0%	584	30,705
Redding/Chico	65.0%	2.8%	\$61.81	4.5%	73	4,489

Source: Smith Travel Research, 2003



# San Francisco Bay Area

The San Francisco Bay Area is a feast for the senses. The dramatic landscape, the fog and sun climate and the multicultural medley of the diverse neighborhoods all contribute to make a uniquely California blend. The region encompasses the counties of San Francisco, San Mateo, Santa Cruz, Alameda, Marin, and Napa; northern Santa Clara County, and western Contra Costa and Solano counties.

A California Welcome Center is located at PIER 39 in San Francisco.



## Regional Statistics

Regional Travel Volume (person-trips) . . . . . 49.8 million  
% of CA Total Travel Volume . . . . . 16.6%

Regional Travel Expenditures (\$M) . . . . . \$17,736.0  
% of CA Total Travel Expenditures . . . . . 23.7%

Travel Industry Jobs in Region . . . . . 195,509  
% of CA Travel Industry Jobs . . . . . 18.7%

All figures based on 2001 travel volume and expenditures.  
Sources: Dean Runyan Associates and DK Shifflet & Associates

## Average expenditures per person per day (2001) (less transportation)

	Total	Business	Leisure
<b>San Francisco County</b>	\$111.80	\$142.50	\$96.60
<b>Santa Clara County</b>	\$80.90	\$110.10	\$63.90
<b>Alameda County</b>	\$70.40	\$104.20	\$45.90
<b>Solano County</b>	\$69.40	\$70.00	\$68.80

Source: D.K. Shifflet & Associates, 2002

## Domestic Visitor Profile, Avg. 1999-2001

	CA Leisure Travel to San Francisco County	CA Leisure Travel to Alameda County
<b>Avg. length of stay (all trips)</b>	1.5 nights	1.4 nights
<b>Avg. length of overnight stay</b>	3.2 nights	3.3 nights
<b>Avg. party size</b>	3.1 persons	2.6 persons
<b>% Traveling with children</b>	18%	21%
<b>% Day trips</b>	48%	56%
<b>Mean household income</b>	\$67,600	\$63,100
<b>Used rental car</b>	23 %	10%

Source: D.K. Shifflet & Associates, 2002

## Lodging Statistics

Location	Avg. Occupancy Rate 2002	Percent change 2001:2002	Avg. Daily Room Rate 2002	Percent change 2001:2002	# Hotels Surveyed	# Rooms in Surveyed Hotels
<b>Oakland</b>	58.9%	-11.6%	\$89.97	-6.8%	223	23,590
<b>San Francisco/San Mateo</b>	62.1%	-4.9%	\$123.36	-13.2%	373	49,855
<b>San Jose-Santa Clara</b>	58.1%	-8.4%	\$108.45	-14.8%	301	28,395
<b>Vallejo-Fairfield-Napa</b>	70.0%	-2.0%	\$90.88	2.5%	125	7,917

Source: Smith Travel Research, 2003

## Air Arrivals

### Domestic

San Francisco  
11,690,000

Oakland  
6,247,000

San Jose  
5,163,000

### International

San Francisco  
3,623,000

Oakland  
105,000

San Jose  
104,000

Sources: SFO Bureau of Communications, Oakland Airport Finance Office, San Jose International Airport, Airport Finance & Administration

Robert Holmes/California Tourism



Half Moon Bay, Pigeon Pt. Lighthouse

## Regional Population

**Population (2002) 6,236,650**

### Population of Cities (2002)

**San Francisco . . . 793,600**

**Oakland . . . . . 408,800**

**Santa Cruz . . . . . 55,100**

**Napa . . . . . 74,100**

### Theme Parks

- **Santa Cruz Beach Boardwalk**  
2002 attendance 3,000,000
- **Six Flags Marine World**  
2002 attendance 1,900,000
- **Paramount's Great America**  
2002 attendance 1,820,000

### National Parks

- **Golden Gate National Recreation Area**, 2002 attendance 13,961,300
- **San Francisco Maritime Museum**  
2002 attendance 3,558,500
- **Point Reyes National Seashore**  
2002 attendance 2,421,500

### State Parks

- **Mount Tamalpais State Park** Attendance 1,523,823\*
- **Seacliff State Beach**  
Attendance 2,530,999\*

\*2001/2002 fiscal year.



# Central Valley

Bound by the gently rolling hills of the Coast Range to the west and the Sierra foothills to the east, the Central Valley's fertile land provides 25% of the country's table food. The inland fingers of the Delta, and the many rivers, lakes and reservoirs of the valley offer numerous water recreation opportunities. The region includes Glenn, Colusa, Yolo, Yuba, Sutter, San Joaquin, Stanislaus, Merced, and Kings counties; the northwestern portion of Kern County; western portions of Tulare, Madera, and Fresno counties, the northeastern portion of Solano County, and the eastern portion of Contra Costa County.

The California Welcome Center, Merced is a convenient stop for travelers in the Central Valley.



Robert Holmes, California Tourism

## Regional Statistics

Regional Travel Volume (person-trips) . . . . . 27.3 million  
% of CA Total Travel Volume . . . . . 9.1%

Regional Travel Expenditures (\$M) . . . . . \$3,605.2  
% of CA Total Travel Expenditures . . . . . 4.8%

Travel Industry Jobs in Region . . . . . 60,428  
% of CA Travel Industry Jobs . . . . . 5.8%

All figures based on 2001 travel volume and expenditures.

Sources: Dean Runyan Associates and DK Shifflet & Associates

## Average expenditures per person per day (2001) (less transportation)

	Total	Business	Leisure
Kern County	\$61.90	\$74.90	\$52.40
Fresno County	\$60.50	\$68.30	\$56.20
Stanislaus County	\$48.30	\$68.50	\$36.60
Solano County	\$69.40	\$79.00	\$68.80

Source: DK Shifflet and Associates, 2002

## Domestic Visitor Profile, Avg. 1999-2001

	CA Leisure Travel to Fresno County	CA Leisure Travel to San Joaquin County
Avg. length of stay (all trips)	1.3 nights	1.0 nights
Avg. length of overnight stay	2.4 nights	2.1 nights
Avg. party size	2.9 persons	2.9 persons
% Traveling with children	27%	30%
% Day trips	44%	51%
Mean household income	\$58,000	\$60,000
Used rental car	7 %	7%
Top states of origin	Washington, 3% Texas/Nevada, 4% each 2% each	Oregon/Washington, 4% each Texas, 3%

Source: DK Shifflet and Associates, 2002

## Regional Population

Population (2002) 4,188,350

Population of Cities (2002)

Fresno . . . . . 441,900

Bakersfield . . . . . 257,900

Stockton . . . . . 253,800

Modesto . . . . . 198,600

## State Parks

- **Brannan Island State Recreation Area**  
Attendance 141,387\*
- **San Luis Reservoir State Recreation Area**  
Attendance 514,096\*
- **Millerton Lake State Recreation Area**  
Attendance 633,889\*
- **Fort Tejon State Historic Park**  
Attendance 44,221\*

\*2001/2002 fiscal year.

## Lodging Statistics

Location	Avg. Occupancy Rate 2002	Percent change 2001:2002	Avg. Daily Room Rate 2002	Percent change 2001:2002	# Hotels Surveyed	# Rooms in Surveyed Hotels
Bakersfield	61.5%	-1.6%	\$55.19	0.5%	97	7,770
Fresno	62.2%	2.3%	\$58.80	4.0%	87	7,122
Inyo/Kings/Tulare	58.6%	6.4%	\$65.22	2.7%	87	4,935
Stockton	63.6%	-3.3%	\$60.56	0.1%	100	6,883
Vallejo-Napa-Fairfield	70.0%	-2.0%	\$90.88	2.5%	125	7,917

Source: Smith Travel Research, 2003

# Gold Country

The discovery of gold in the American River at Coloma in 1848 identified California as the land of golden opportunity. Today, the region is a blend of contemporary culture and pioneer beginnings. The Gold Country region includes all of Sacramento and Sierra counties, western portions of Nevada, Placer, El Dorado, Amador, Calaveras and Tuolumne counties, and eastern Madera County.

The California Welcome Center, Auburn is located adjacent to Interstate Highway 80.



## Regional Statistics

Regional Travel Volume (person-trips) . . . . . 17.1 million  
% of CA Total Travel Volume . . . . . 5.7%

Regional Travel Expenditures (\$M) . . . . . \$2,820.7  
% of CA Total Travel Expenditures . . . . . 3.8%

Travel Industry Jobs in Region . . . . . 49,501  
% of CA Travel Industry Jobs . . . . . 4.7%

All figures based on 2001 travel volume and expenditures.  
Sources: Dean Runyan Associates and DK Shifflet & Associates

## Average expenditures per person per day (2001) (less transportation)

	Total	Business	Leisure
<b>Sacramento County</b>	\$62.70	\$90.60	\$47.50

Source: D.K. Shifflet & Associates, 2002

## Domestic Visitor Profile, Avg. 1999-2001

	CA Leisure Travel to Sacramento County
<b>Avg. length of stay (all trips)</b>	1.3 nights
<b>Avg. length of overnight stay</b>	2.9 nights
<b>Avg. party size</b>	2.9 persons
<b>% Traveling with children</b>	26%
<b>% Day trips</b>	54%
<b>Mean household income</b>	\$66,700
<b>Used rental car</b>	10 %
<b>Top states of origin</b>	Nevada, 4% Oregon/Washington, 3% each

Source: D.K. Shifflet & Associates, 2002

## Lodging Statistics

Location	Avg. Occupancy Rate 2002	Percent change 2001:2002	Avg. Daily Room Rate 2002	Percent change 2001:2002	# Hotels Surveyed	# Rooms in Surveyed Hotels
<b>California North Central</b>	59.2%	-1.0%	\$69.33	-0.8%	269	16,957
<b>Sacramento</b>	63.3%	-1.7%	\$83.61	-0.1%	282	23,408

Source: Smith Travel Research, 2003



Gold Rush Days living history, Coloma

## Regional Population

**Population (2002) 1,694,525**

**Population of Cities (2002)**

**Sacramento . . . . . 426,000**

**Auburn . . . . . 12,300**

**Placerville . . . . . 10,250**

## State Parks

- **Folsom Lake State Recreation Area**  
Attendance 1,839,231\*
- **Old Sacramento State Historic Park**  
Attendance 537,381\*
- **Marshall Gold Discovery State Historic Park**  
Attendance 341,455\*
- **Columbia State Historic Park**  
Attendance 585,907\*
- **Empire Mine State Historic Park**  
Attendance 95,841\*

\*2001/2002 fiscal year.



# High Sierra

The High Sierra is symbolic of the American wilderness. The crystal-clear high country lakes, steaming hot springs, giant sequoias and peaks of the Sierra Nevada are an outdoor enthusiast's dream. The High Sierra region includes all of Alpine, Mariposa and Mono counties, the eastern portions of Nevada, Placer, El Dorado, Amador, Calaveras, Tuolumne, Madera, Fresno and Tulare counties, the northern portion of Inyo County, and northeastern Kern County.

## Regional Statistics

Regional Travel Volume (person-trips) . . . . . 9.9 million  
% of CA Total Travel Volume . . . . . 3.3%

Regional Travel Expenditures (\$M) . . . . . \$2,624.5  
% of CA Total Travel Expenditures . . . . . 3.5%

Travel Industry Jobs in Region . . . . . 45,389  
% of CA Travel Industry Jobs . . . . . 4.3%

All figures based on 2001 travel volume and expenditures. Sources:  
Dean Runyan Associates and DK Shifflet & Associates

## Average expenditures per person per day (2001) (less transportation)

	Total	Business	Leisure
El Dorado County	\$83.80	\$105.90	\$81.60

Source: DK Shifflet and Associates, 2002

## Domestic Visitor Profile, Avg. 1999-2001

	CA Leisure Travel to El Dorado County
Avg. length of stay (all trips)	2.0 nights
Avg. length of overnight stay	3.2 nights
Avg. party size	3.4
% Traveling with children	28%
% Day trips	34%
Mean household income	\$71,600
Used rental car	12 %
Top states of origin	Nevada, 3% Washington, 2%

Source: DK Shifflet and Associates, 2003

## Regional Population

Population (2002) . . 323,135

Population of Cities (2002)

Truckee . . . . . 14,750

S. Lake Tahoe . . . . 23,950

Bishop . . . . . 3,630

## National Parks

- **Yosemite National Park**  
2002 attendance 3,468,200
- **Sequoia National Park**  
2002 attendance 923,400
- **Kings Canyon National Park**  
2002 attendance 577,482

## State Parks

- **Donner Memorial State Park**  
Attendance 197,136\*
- **Calaveras Big Trees State Park**  
Attendance 160,407\*
- **D.L. Bliss State Park**  
Attendance 119,006\*
- **Emerald Bay State Park**  
Attendance 595,290\*
- **Sugar Pine Point State Park**  
Attendance 114,625\*

\*2001/2002 fiscal year.

## Lodging Statistics

Location	Avg. Occupancy Rate 2002	Percent change 2001:2002	Avg. Daily Room Rate 2002	Percent change 2001:2002	# Hotels Surveyed	# Rooms in Surveyed Hotels
California North Central	59.2%	-1.0%	\$69.33	-0.8%	269	16,957

Source: Smith Travel Research, 2003



Family Backpacking, Yosemite

David Young-Wolf / Photo Edit

# Central Coast

The Central Coast is serene Missions, bucolic agricultural communities, and the dramatic meeting of ocean and land. Sometimes called the Middle Kingdom, the region is located between the San Francisco Bay Area and Southern California. It includes Ventura, Santa Barbara, San Luis Obispo, Monterey and San Benito counties, and the southern portion of Santa Clara County.

## Regional Statistics

Regional Travel Volume (person-trips) . . . . . 30.6 million  
% of CA Total Travel Volume . . . . . 10.2%

Regional Travel Expenditures (\$M) . . . . . \$5,842.8  
% of CA Total Travel Expenditures . . . . . 7.8%

Travel Industry Jobs in Region . . . . . 88,000  
% of CA Travel Industry Jobs . . . . . 8.4%

All figures based on 2001 travel volume and expenditures.  
Sources: Dean Runyan Associates and DK Shifflet & Associates

## Average expenditures per person per day (2001) (less transportation)

	Total	Business	Leisure
Santa Barbara County	\$76.60	\$91.40	\$71.60
Monterey County	\$108.00	\$111.30	\$107.00
San Luis Obispo County	\$85.40	\$131.30	\$74.10
Ventura County	\$57.00	\$65.90	\$55.90

Source: DK Shifflet and Associates, 2002

## Domestic Visitor Profile, Avg. 1999-2001

	CA Leisure Travel to Monterey County	CA Leisure Travel to San Luis Obispo County
Avg. length of stay (all trips)	1.2 nights	1.7 nights
Avg. length of overnight stay	2.2 nights	2.5 nights
Avg. party size	3.1 persons	3.1 persons
% Traveling with children	24%	24%
% Day trips	46%	29%
Mean household income	\$71,600	\$63,200
Used rental car	14 %	8%
Top states of origin	Oregon, 2%	Nevada, 2% Oregon, 1%

Source: DK Shifflet and Associates, 2002

## Lodging Statistics

Location	Avg. Occupancy Rate 2002	Percent change 2001:2002	Avg. Daily Room Rate 2002	Percent change 2001:2002	# Hotels Surveyed	# Rooms in Surveyed Hotels
Oxnard-Ventura	63.0%	-1.3%	\$75.22	2.9%	64	5,778
Salinas/Monterey	62.6%	-1.4%	\$116.18	-0.9%	199	11,500
San Luis Obispo	67.2%	-1.6%	\$90.63	5.4%	129	7,080
Santa Barbara/Santa Maria	66.8%	1.6%	\$116.59	2.8%	117	8,420

Source: Smith Travel Research, 2003



Robert Holmes/California Tourism



Pacific Grove bike trail, Monterey Peninsula

## Regional Population

Population (2002) 1,985,850

Population of Cities (2002)

Monterey . . . . . 29,800

San Luis Obispo . . . 44,450

Santa Barbara . . . . 90,700

Oxnard . . . . . 182,000

## Theme Park

- **Monterey Bay Aquarium**  
2002 attendance 1,719,296

## National Park

- **Channel Islands National Park**  
2002 attendance 631,708

## State Parks

- **Salinas River State Beach**  
Attendance 452,181\*
- **Monterey State Historic Park**  
Attendance 570,915\*
- **Point Lobos State Reserve**  
Attendance 287,741\*
- **Hearst Castle™**  
Attendance 841,832\*
- **Pfeiffer Big Sur State Park**  
Attendance 338,875\*

\*2001/2002 fiscal year.



# Los Angeles County

Movie making and the glamour of the Silver Screen fascinate the world, but Los Angeles County is much more. The region encompasses high desert, chaparral covered hillsides, sparkling beaches, snowy peaks and a sprawling metropolis, all in one county.

The California Welcome Center, Los Angeles is located in the Beverly Center.



Robert Holmes/California Tourism

Los Angeles, sunset

## Regional Population

Population (2002) 9,824,800  
 Population of Cities (2002)  
 Los Angeles . . . 3,807,400  
 Long Beach . . . . 473,100  
 Beverly Hills . . . . 34,850

## Theme/Amusement Parks

- **Universal Studios, Hollywood™**  
2002 attendance 5,200,000
- **Six Flags Magic Mountain**  
2002 attendance 3,100,000

## National Park

- **Santa Monica Mountains National Recreation Area**  
2002 attendance 514,300

## State Parks

- **Topanga State Park**  
Attendance 518,999\*
- **Pt. Dume State Beach**  
Attendance 249,070\*

\*2001/2002 fiscal year.

## Regional Statistics

Regional Travel Volume (person-trips) . . . . . 49.0 million  
 % of CA Total Travel Volume . . . . . 16.3%

Regional Travel Expenditures (\$M) . . . . . \$16,816.9  
 % of CA Total Travel Expenditures . . . . . 22.4%

Travel Industry Jobs in Region . . . . . 197,070  
 % of CA Travel Industry Jobs . . . . . 18.9%

All figures based on 2001 travel volume and expenditures.  
 Sources: Dean Runyan Associates and DK Shifflet & Associates

## Air Arrivals

Los Angeles

### Domestic

41,379,000

### International

14,845,000

Source: City of Los Angeles  
 Department of Airports

## Average expenditures per person per day (2001) (less transportation)

	Total	Business	Leisure
Los Angeles County	\$82.70	\$114.30	\$66.80

Source: DK Shifflet and Associates, 2002

## Domestic Visitor Profile, Avg. 1999-2001

	CA Leisure Travel to Los Angeles County
Avg. length of stay (all trips)	1.5 nights
Avg. length of overnight stay	3.3 nights
Avg. party size	3.1 persons
% Traveling with children	25%
% Day trips	53%
Mean household income	\$61,300
Used rental car	17%
Top states of origin	Arizona, 5% Texas/Nevada, 3% each

Source: DK Shifflet and Associates, 2002

## Lodging Statistics

Location	Avg. Occupancy Rate 2002	Percent change 2001:2002	Avg. Daily Room Rate 2002	Percent change 2001:2002	# Hotels Surveyed	# Rooms in Surveyed Hotels
Los Angeles/Long Beach	65.3%	-2.0%	\$91.39	-2.3%	908	95,354

Source: Smith Travel Research, 2003



# Orange County

Walt Disney opened Disneyland in 1955 and pastoral Orange County was changed forever. The economic boom that followed brought luxury resorts, professional sports, shopping centers and recreation opportunities of all types.

The California Welcome Center in Santa Ana serves the millions of visitors to the region.



## Regional Statistics

Regional Travel Volume (person-trips) . . . . . 25.5 million  
% of CA Total Travel Volume . . . . . 8.5%

Regional Travel Expenditures (\$M) . . . . . \$5,974.8  
% of CA Total Travel Expenditures . . . . . 8.0%

Travel Industry Jobs in Region . . . . . 91,220  
% of CA Travel Industry Jobs . . . . . 8.7%

All figures based on 2001 travel volume and expenditures.  
Sources: Dean Runyan Associates and DK Shifflet & Associates

## Average expenditures per person per day (2001) (less transportation)

	Total	Business	Leisure
Orange County	\$93.40	\$129.30	\$85.80

Source: DK Shifflet and Associates, 2002

## Domestic Visitor Profile, Avg. 1999-2001

	CA Leisure Travel to Orange County
Avg. length of stay (all trips)	1.4 nights
Avg. length of overnight stay	3.0 nights
Avg. party size	3.7 persons
% Traveling with children	40%
% Day trips	53%
Mean household income	\$64,800
Used rental car	12%
Top states of origin	Arizona, 6% Nevada/Washington, 3% each

Source: DK Shifflet and Associates, 2002

## Lodging Statistics

Location	Avg. Occupancy Rate 2002	Percent change 2001:2002	Avg. Daily Room Rate 2002	Percent change 2001:2002	# Hotels Surveyed	# Rooms in Surveyed Hotels
Anaheim-Santa Ana	63.8%	-2.7%	\$87.31	-3.2%	407	51,358

Source: Smith Travel Research, 2003

Robert Holmes/California Tourism



Newport Beach, marina

## Regional Population

Population (2002) 2,939,500

Population of Cities (2002)

Anaheim . . . . . 334,700

Santa Ana . . . . . 343,700

Costa Mesa . . . . . 110,700

## Theme/Amusement Parks

- **Disneyland**  
2002 attendance 12,720,500
- **Disney's California Adventure**  
2002 attendance 4,700,000
- **Knott's Berry Farm**  
2002 attendance 3,624,890

## State Parks

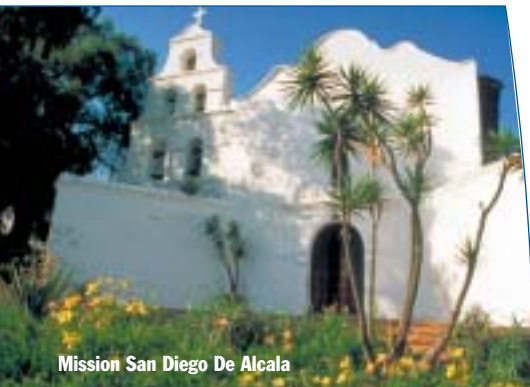
- **Bolsa Chica State Beach**  
Attendance 2,082,261\*
- **Huntington State Beach**  
Attendance 3,661,980\*
- **Crystal Cove State Park**  
Attendance 577,807\*
- **Doheny State Beach**  
Attendance 1,383,688\*
- **San Clemente State Beach**  
Attendance 541,543\*

\*2001/2002 fiscal year.

# San Diego County

San Diego reflects the blend of cultures and geography that evolved into the California of today. The Mission, the beaches, the city, the valley and the nearby mountains treat visitors to a glimpse of the old, the new, and the beautiful. A short drive takes you from the beach to wooded mountains where snow dusts the peaks in the winter. All of San Diego County except for Borrego Springs and Anza-Borrego Desert State Park is included in the San Diego County region.

The California Welcome Center, Oceanside is conveniently located on the Coast Highway.



Robert Holmes/California Tourism

Mission San Diego De Alcalá

## Regional Population

Population (2002) 2,908,300

Population of Cities (2002)

San Diego . . . . . 1,255,700

Carlsbad . . . . . 88,000

Oceanside . . . . . 167,200

## Theme/Amusement Parks

- **SeaWorld**  
2002 attendance 4,000,000
- **LEGOLAND**  
2002 attendance 1,300,000

## National Park

- **Cabrillo National Monument**  
2002 attendance 1,130,166

## State Parks

- **Old Town San Diego State Historic Park**  
Attendance 6,404,247\*
- **San Onofre State Beach**  
Attendance 2,784,653\*
- **Carlsbad State Beach**  
Attendance 1,460,750\*
- **Cardiff State Beach**  
Attendance 1,189,445\*
- **Silver Strand State Beach**  
Attendance 614,070\*

\*2001/2002 fiscal year.

## Regional Statistics

Regional Travel Volume (person-trips) . . . . . 37.2 million  
% of CA Total Travel Volume . . . . . 12.4%

Regional Travel Expenditures (\$M) . . . . . \$8,559.5  
% of CA Total Travel Expenditures . . . . . 11.4%

Travel Industry Jobs in Region . . . . . 127,870  
% of CA Travel Industry Jobs . . . . . 12.2%

All figures based on 2001 travel volume and expenditures.  
Sources: Dean Runyan Associates and DK Shifflet & Associates

## Average expenditures per person per day (2001) (less transportation)

	Total	Business	Leisure
San Diego County	\$97.60	\$124.10	\$86.90

Source: DK Shifflet and Associates, 2002

## Domestic Visitor Profile, Avg. 1999-2001

	CA Leisure Travel to San Diego County
Avg. length of stay (all trips)	1.4 nights
Avg. length of overnight stay	3.0 nights
Avg. party size	3.3 persons
% Traveling with children	21%
% Day trips	50%
Mean household income	\$69,300
Used rental car	10%
Top states of origin	Arizona, 8% Nevada/Washington, 3% each

Source: DK Shifflet and Associates, 2002

## Air Arrivals

San Diego

Domestic

7,318,000

International

147,000

Source: San Diego Unified  
Port District Airport  
Operations Department

## Lodging Statistics

Location	Avg. Occupancy Rate 2002	Percent change 2001:2002	Avg. Daily Room Rate 2002	Percent change 2001:2002	# Hotels Surveyed	# Rooms in Surveyed Hotels
San Diego	68.4%	-2.1%	\$110.81	-0.4%	423	50,617

Source: Smith Travel Research, 2003

# Deserts

California's deserts are full of contrasts. Side by side with golf courses, tennis courts and luxury resorts are colorful geological formations, fan-palm oases, riparian wetlands, spring wildflowers, high rugged peaks and an inland saltwater sea. The Desert region includes all of Imperial County, and the eastern portions of San Bernardino, Riverside, San Diego, Kern and Inyo counties.

There are two California Welcome Centers in the Desert region. The Barstow facility provides travelers with information as they enter California through the desert. The California Welcome Center in Yucca Valley serves desert visitors to the Palm Springs and Joshua Tree National Park area.



## Regional Statistics

Regional Travel Volume (person-trips) . . . . . 15.6 million  
% of CA Total Travel Volume . . . . . 5.2%

Regional Travel Expenditures (\$M) . . . . . \$4,097.0  
% of CA Total Travel Expenditures . . . . . 5.5%

Travel Industry Jobs in Region . . . . . 67,597  
% of CA Travel Industry Jobs . . . . . 6.5%

All figures based on 2001 travel volume and expenditures.  
Sources: Dean Runyan Associates and DK Shifflet & Associates

## Average expenditures per person per day (2001) (less transportation)

	Total	Business	Leisure
Riverside County	\$81.90	\$90.90	\$80.10
San Bernardino County	\$60.90	\$72.90	\$56.30

Source: DK Shifflet and Associates, 2002

## Domestic Visitor Profile, Avg. 1999-2001

	CA Leisure Travel to San Bernardino County	CA Leisure Travel to Riverside County
Avg. length of stay (all trips)	1.1 nights	1.5 nights
Avg. length of overnight stay	2.5 nights	3.0 nights
Avg. party size	3.1 persons	3.0 persons
% Traveling with children	27%	21%
% Day trips	55%	50%
Mean household income	\$57,800	\$69,300
Used rental car	8%	10%
Top states of origin	Arizona/Washington, 3% each Oregon, 2%	Arizona/Washington, 3% each Oregon, 2%

Source: DK Shifflet and Associates, 2002

## Lodging Statistics

Location	Avg. Occupancy Rate 2002	Percent change 2001:2002	Avg. Daily Room Rate 2002	Percent change 2001:2002	# Hotels Surveyed	# Rooms in Surveyed Hotels
Palm Springs	59.4%	0.5%	\$116.70	-4.1%	122	13,827

Source: Smith Travel Research, 2003

Robert Holmes/California Tourism



Death Valley National Park

## Regional Population

Population (2002) 1,716,950

Population of Cities (2002)

Barstow . . . . . 22,150

Palm Springs . . . . . 43,700

## National Parks

- Joshua Tree National Park  
2002 attendance 1,156,700
- Death Valley National Park  
2002 attendance 932,000

## State Parks

- Red Rock Canyon State Park  
Attendance 243,439\*
- Providence Mountains State Park  
Attendance 11,900\*
- Salton Sea State Recreation Area  
Attendance 228,148\*
- Anza-Borrego Desert State Park  
Attendance 542,595\*

\*2001/2002 fiscal year.

# Inland Empire

Visitors to the Inland Empire find a world of surprises: nearby ski resorts, lush vineyards, a mission-style inn, orchards, and hot-air balloon festivals. The region encompasses the western portions of Riverside and San Bernardino Counties, including the communities of Riverside, San Bernardino, Temecula, Hemet, Big Bear, Lake Arrowhead, San Jacinto and Victorville.



Temecula Valley Vineyards, Callaway Vineyards

Robert Holmes/California Tourism

## Regional Population

**Population (2002)** 1,875,850

**Population of Cities (2002)**

**Riverside** . . . . . 269,400

**San Bernardino** . . . 189,800

**Ontario** . . . . . 162,300

## State Parks

- **Lake Perris State Recreation Area**  
Attendance 1,266,082\*
- **Silverwood Lake State Recreation Area**  
Attendance 491,049\*
- **Mount San Jacinto State Park**  
Attendance 422,547\*

\*2001/2002 fiscal year.

## Regional Statistics

Regional Travel Volume (person-trips) . . . . . 14.8 million  
% of CA Total Travel Volume . . . . . 4.9%

Regional Travel Expenditures (\$M) . . . . . \$3,864.4  
% of CA Total Travel Expenditures . . . . . 5.2%

Travel Industry Jobs in Region . . . . . 65,557  
% of CA Travel Industry Jobs . . . . . 6.3%

All figures based on 2001 travel volume and expenditures.

Sources: Dean Runyan Associates and DK Shifflet & Associates

## Average expenditures per person per day (2001) (less transportation)

	Total	Business	Leisure
<b>Riverside County</b>	\$81.90	\$90.90	\$80.10
<b>San Bernardino County</b>	\$60.90	\$72.90	\$56.30

Source: DK Shifflet and Associates, 2002

## Domestic Visitor Profile, Avg. 1999-2001

	CA Leisure Travel to San Bernardino County	CA Leisure Travel to Riverside County
<b>Avg. length of stay (all trips)</b>	1.1 nights	1.5 nights
<b>Avg. length of overnight stay</b>	2.5 nights	3.0 nights
<b>Avg. party size</b>	3.1 persons	3.0 persons
<b>% Traveling with children</b>	27%	21%
<b>% Day trips</b>	55%	50%
<b>Mean household income</b>	\$57,800	\$69,300
<b>Used rental car</b>	8%	10%
<b>Top states of origin</b>	Arizona/Washington, 3% each Oregon, 2%	Arizona/Washington, 3% each Oregon, 2%

Source: DK Shifflet and Associates, 2002

## Lodging Statistics

Location	Avg. Occupancy Rate 2002	Percent change 2001:2002	Avg. Daily Room Rate 2002	Percent change 2001:2002	# Hotels Surveyed	# Rooms in Surveyed Hotels
<b>Riverside/San Bernardino</b>	63.4%	0.6%	\$83.90	-1.8%	425	35,215

Source: Smith Travel Research, 2003

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